

EXHIBIT 5

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

PERFORMANCE PRICING, INC.,

Plaintiff,

v.

**GOOGLE, INC.; AOL, LLC;
MICROSOFT CORP.; YAHOO! INC.;
IAC SEARCH & MEDIA, INC.; and
A9.COM, INC.,**

Defendants.

CASE NO. 2-07CV-432-LED

Jury Trial Demanded

Notice of Rule 30(b)(6) Deposition of Google, Inc (Part 3)

PLEASE TAKE NOTICE that pursuant to Rule 30 of the Federal Rules of Civil Procedure, counsel for Performance Pricing, Inc., will take the deposition of Google, Inc. at 9:00 a.m. on October 27, 2009, at a location to be determined in Palo Alto, CA. Should the deposition not be completed on that day, the deposition shall be concluded on a later date to be agreed upon by the parties.

The deposition will be recorded stenographically by a deposition officer, as specified in Rule 28(a) of the Federal Rules of Civil Procedure.

FURTHER NOTICE is hereby given that Plaintiff intends to videotape and audiotape the above deposition pursuant to Rule 30(b)(2), (3), and (4) of the Federal Rules of Civil Procedure.

Definitions

1. "Performance Pricing" means plaintiff Performance Pricing, Inc.

2. The term “you” or “your” means Google, Inc.
3. “‘253 Patent” means United States Patent No. 6,978,253 entitled “Systems and Methods for Transacting Business Over a Global Communications Network such as the Internet.”
4. “Accused Systems” means the Google AdWords System.

Subjects of Examination

(Subject headings are for ease of reference only and are not definitional)

Document collection and authentication

1. Google’s efforts to search for, collect and produce documents in this litigation, including efforts to locate documents through electronic searches, company-wide emails asking relevant persons for documents, requesting persons to search local hard drives, and the identify of each person that was specifically asked to look for responsive documents.

2. The authenticity of the documents numbered 1-269 in Exhibit A (attached).

3. The authenticity of the Google web pages depicted in the power point slides bates-labeled GO 1-469.

4. The authenticity of the Google web pages depicted in the production bates-labeled PP-GO 1-16423.

Notice

5. Any investigation undertaken by Google when it received notice that it was infringing the ‘253 patent.

6. Any investigation undertaken by Google when it received notice of the ‘253 patent.

7. Any correspondence or communications between Google and Wayne Lin concerning the '253 patent.

Patent policy

8. The procedures and policies Google follows when it is provided with notice of patent infringement.

9. The procedures and policies that Google follows in order to avoid patent infringement.

10. Google's procedures and policies regarding clearance searches.

11. Google's policies and procedures regarding entering patent licenses with patent holders who have filed suit against Google.

12. Google's policies and procedures regarding entering patent licenses with patent holders who have not filed suit against Google.

13. Google's policies and procedures regarding entering patent licenses with non-practicing entities who have filed suit against Google.

14. Google's policies and procedures regarding entering patent licenses with non-practicing entities who have not filed suit against Google.

Infringement

15. Whether Google uses a computer server, centralized server, operation controller, or content server for receiving each of the following: maximum CPC, keyword selection, ad text, landing page information, the buyer's agreement to the terms and conditions, and account activation.

16. The percentage of Google's revenues that are derived from advertisers who bid or pay on a Cost per Mille (CPM) basis as contrasted with a Cost per click (CPC) basis.

AOL Marketplace

17. The operation of AOL Search Marketplace.

IAC

18. For each quarter after January 1, 2006, the revenues that Google has earned from serving ads for IAC Search & Media.

19. For each quarter after January 1, 2006, the revenues that Google has earned from serving ads for the Ask Network.

20. Each revenue sharing agreement between IAC and Google.

Dated: September 30, 2008

Respectfully submitted,

By: /s/ Christin Cho

Christin Cho

CA State Bar No. 238173

Gregory S. Dovel

CA State Bar No. 135387

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ATTORNEYS FOR PLAINTIFF
PERFORMANCE PRICING, INC.

CERTIFICATE OF SERVICE

This is to certify that a true and correct copy of the above and foregoing document was served, via E-mail, on counsel for Defendants this 30th day of September, 2009.

/s/ Christin Cho _____
Christin Cho

EXHIBIT A

<u>Number</u>	<u>Description</u>	<u>Bates Range</u>
1	Google, Inc. Form 10-K for the fiscal year ended December 31, 2004.	N/A
2	Google, Inc. Form 10-K for the fiscal year ended December 31, 2005.	N/A
3	Google, Inc. Form 10-Q for the quarter ended March 31, 2006.	N/A
4	Google, Inc. Form 10-K for the fiscal year ended December 31, 2006.	N/A
5	Google, Inc. Form 10-Q for the period ended June 30, 2007.	GOOGPP00002208 – 277
6	Google, Inc. Form 10-Q for the period ended September 30, 2007.	GOOGPP00002278 – 331
7	Google, Inc. Form 10-K for the fiscal year ended December 31, 2007.	GOOGPP00002332 – 444
8	Google, Inc. Form 10-K for the fiscal year ended December 31, 2007.	GOOGPP00002500 – 614
9	Google, Inc. Form 10-Q for the period ended June 30, 2008.	GOOGPP00005377 – 431
10	Google, Inc. Form 10-Q for the period ended June 30, 2008.	GOOGPP0398277 – 362
11	Google, Inc. Form 10-Q for the period ended September 30, 2008.	GOOGPP0398151 – 230
12	Google, Inc. Form 10-K for the fiscal year ended December 31, 2008.	GOOGPP0398043 – 150
13	Google, Inc. Form 10-Q for the quarter ended March 31, 2009.	GOOGPP0398231 – 276
14	Google, Inc. Form 10-Q for the quarter ended June 30, 2009.	N/A
15	Technology Acquisition Agreement between Google Inc. and Groupfire, Incorporated, June, 15, 2001.	GOOGPP00011047 – 080
16	Patent Assignment and License Agreement between Google Inc., Disney Enterprises, Inc., Infoseek Corporation, and Starwave Corporation, November 4, 2004.	GOOGPP00010987 - 1001
17	Patent License Agreement between IBM Corporation and Google Inc., September 29, 2006.	GOOGPP00011081 – 100
18	Trust Agreement between Wells Fargo Delaware Trust Company, Google Inc., Motorola, Inc., Hewlett-Packard Company, Sum Microsystems, Inc., Eastman Kodak Company, NXP B.V., Adobe Systems Incorporated, Cisco Systems, Inc., Aulis AB, Avaya Inc., and Verizon Corporate Services Corp., January 1, 2007.	GOOGPP0398422 - 512

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19	License Agreement between Open Invention Network, LLC and Google Inc., July 19, 2007.	GOOGPP0398406 – 411
20	Patent License Agreement between Invenda Corporation and Google Inc., October 22, 2007.	GOOGPP0398601 – 605
21	Asset Purchase Agreement between About, Inc., PRIMEDIA Inc., and Google Inc., October 23, 2003.	GOOGPP00011101 – 150
22	License Agreement and Release between Illinois Computer Research LLC and Scott C. Harris and Google Inc., October 31, 2007.	GOOGPP0398412 - 421
23	Patent Purchase and Sale Agreement between Carl Meyer and Google Inc., December 18, 2008.	GOOGPP0398388 – 396
24	Patent Purchase and Sale Agreement between Carl Meyer and Google Inc., December 18, 2008.	GOOGPP0398397 – 405
25	Patent License Agreement between Red Acre, LLC and Google Inc., May 22, 2009.	GOOGPP0398513 – 523
26	Varian, Hal R. "The Economics of Internet Search," <i>Revista di Politica Economica</i> , November-December 2006, pp. 117-191.	GOOGPP0398606 - 620
27	"Google Announces Second Quarter 2007 Results," Google Financial Release, July 19, 2007.	GOOGPP00002445 – 451
28	"Google Announces Third Quarter 2007 Results," Google Financial Release, October 18, 2007.	GOOGPP00002464 – 470
29	"Google Announces Fourth Quarter and Fiscal Year 2007 Results," Google Financial Release, January 31, 2008.	GOOGPP00002482 - 488
30	2006 Weekly Rolling Revenue Forecast, April 10, 2006.	GOOGPP00004126 – 137
31	2006 Weekly Rolling Revenue Forecast, April 17, 2006.	GOOGPP00004138 – 149
32	2006 Weekly Rolling Revenue Forecast, April 24, 2006.	GOOGPP00004150 – 161
33	2006 Weekly Rolling Revenue Forecast, May 1, 2006.	GOOGPP00004162 – 173
34	2006 Weekly Rolling Revenue Forecast, May 8, 2006.	GOOGPP00004174 – 185
35	2006 Weekly Rolling Revenue Forecast, May 16, 2006.	GOOGPP00004186 – 197
36	2006 Weekly Rolling Revenue Forecast, May 22, 2006.	GOOGPP00004198 – 209

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37	2006 Weekly Rolling Revenue Forecast, May 30, 2006.	GOOGPP00004210 – 221
38	2006 Weekly Rolling Revenue Forecast, June 5, 2006.	GOOGPP00004222 – 233
39	2006 Weekly Rolling Revenue Forecast, June 12, 2006.	GOOGPP00004234 – 245
40	2006 Weekly Rolling Revenue Forecast, June 19, 2006.	GOOGPP00004246 – 257
41	2006 Weekly Rolling Revenue Forecast, June 26, 2006.	GOOGPP00004258 – 269
42	2006 Weekly Rolling Revenue Forecast, July 3, 2006.	GOOGPP00004270 – 281
43	2006 Weekly Rolling Revenue Forecast, July 3, 2006.	GOOGPP00004282 – 293
44	2006 Weekly Rolling Revenue Forecast, July 10, 2006.	GOOGPP00004294 – 305
45	2006 Weekly Rolling Revenue Forecast, July 17, 2006.	GOOGPP00004306 – 317
46	2006 Weekly Rolling Revenue Forecast, July 24, 2006.	GOOGPP00004318 – 329
47	2006 Weekly Rolling Revenue Forecast, July 31, 2006.	GOOGPP00004330 – 341
48	2006 Weekly Rolling Revenue Forecast, August 6, 2006.	GOOGPP00004342 – 353
49	2006 Weekly Rolling Revenue Forecast, August 14, 2006.	GOOGPP00004354 – 365
50	2006 Weekly Rolling Revenue Forecast, August 18, 2006.	GOOGPP00004366 - 377
51	2006 Weekly Rolling Revenue Forecast, August 28, 2006.	GOOGPP00004378 – 389
52	2006 Weekly Rolling Revenue Forecast, September 5, 2006.	GOOGPP00004390 - 401
53	2006 Weekly Rolling Revenue Forecast, September 8, 2006.	GOOGPP00004402 - 413
54	2006 Weekly Rolling Revenue Forecast, September 18, 2006.	GOOGPP00004414 - 425
55	2006 Weekly Rolling Revenue Forecast, September 24, 2006.	GOOGPP00004426 - 437
56	2006 Weekly Rolling Revenue Forecast, October 2, 2006.	GOOGPP00004438 - 449

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57	2006 Weekly Rolling Revenue Forecast, October 9, 2006.	GOOGPP00004462 - 473
58	2006 Weekly Rolling Revenue Forecast, October 17, 2006.	GOOGPP00004487 - 498
59	2006 Weekly Rolling Revenue Forecast, October 18, 2006.	GOOGPP00004450 - 461
60	2006 Weekly Rolling Revenue Forecast, October 23, 2006.	GOOGPP00004512 - 523
61	2006 Weekly Rolling Revenue Forecast, October 24, 2006.	GOOGPP00004474 - 486
62	2006 Weekly Rolling Revenue Forecast, October 24, 2006.	GOOGPP00004499 - 511
63	2006 Weekly Rolling Revenue Forecast, October 27, 2006.	GOOGPP00004524 - 535
64	2006 Weekly Rolling Revenue Forecast, October 31, 2006.	GOOGPP00004536 - 547
65	Google Invoice to AOL, October 31, 2006.	GOOGPP00002627
66	2006 Weekly Rolling Revenue Forecast, November 6, 2006.	GOOGPP00004548 - 559
67	2006 Weekly Rolling Revenue Forecast, November 13, 2006.	GOOGPP00004560 - 571
68	2006 Weekly Rolling Revenue Forecast, November 20, 2006.	GOOGPP00004572 - 583
69	Google Invoice to AOL, November 30, 2006.	GOOGPP00002629
70	2006 Weekly Rolling Revenue Forecast, December 5, 2006.	GOOGPP00004584 - 595
71	2006 Weekly Rolling Revenue Forecast, December 5, 2006.	GOOGPP00004596 - 607
72	2006 Weekly Rolling Revenue Forecast, December 11, 2006.	GOOGPP00002698 - 709
73	2006 Weekly Rolling Revenue Forecast, December 11, 2006.	GOOGPP00004608 - 619
74	2006 Weekly Rolling Revenue Forecast, December 18, 2006.	GOOGPP00002710 - 721
75	2006 Weekly Rolling Revenue Forecast, December 18, 2006.	GOOGPP00004620 - 631
76	2006 Weekly Rolling Revenue Forecast, December 18, 2006.	GOOGPP00004632 - 643

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77	Google Invoice to AOL, December 31, 2006.	GOOGPP00002631
78	2007 Weekly Rolling Revenue Forecast, January 2, 2007.	GOOGPP00003433 - 444
79	2006 Weekly Rolling Revenue Forecast, January 2, 2007.	GOOGPP00003601 - 612
80	2007 Weekly Rolling Revenue Forecast, January 8, 2007.	GOOGPP00003445 - 456
81	2006 Weekly Rolling Revenue Forecast, January 8, 2007.	GOOGPP00003613 - 624
82	2006 Weekly Rolling Revenue Forecast, January 9, 2007.	GOOGPP00003625 - 636
83	2007 Weekly Rolling Revenue Forecast, January 16, 2007.	GOOGPP00003457 - 468
84	2006 Weekly Rolling Revenue Forecast, January 16, 2007.	GOOGPP00003637 - 648
85	2007 Weekly Rolling Revenue Forecast, January 22, 2007.	GOOGPP00003469 - 480
86	2006 Weekly Rolling Revenue Forecast, January 22, 2007.	GOOGPP00003649 - 660
87	2007 Weekly Rolling Revenue Forecast, January 25, 2007.	GOOGPP00003481 – 492
88	2006 Weekly Rolling Revenue Forecast, January 25, 2007.	GOOGPP00003661 - 672
89	Google Invoice to AOL, January 31, 2007.	GOOGPP00002616
90	2007 Weekly Rolling Revenue Forecast, February 2, 2007.	GOOGPP00003493 - 504
91	2007 Weekly Rolling Revenue Forecast, February 8, 2007.	GOOGPP00003505 - 516
92	2007 Weekly Rolling Revenue Forecast, February 26, 2007.	GOOGPP00003517 - 528
93	Google Invoice to AOL, February 28, 2007.	GOOGPP00002618
94	2007 Weekly Rolling Revenue Forecast, March 2, 2007.	GOOGPP00003529 - 540
95.	2007 Weekly Rolling Revenue Forecast, March 12, 2007.	GOOGPP00003541 - 552
96	2007 Weekly Rolling Revenue Forecast, March 12, 2007.	GOOGPP00003553 - 564

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97	2007 Weekly Rolling Revenue Forecast, March 19, 2007.	GOOGPP00003565 - 576
98	2007 Weekly Rolling Revenue Forecast, March 26, 2007.	GOOGPP00003577 - 588
99	2007 Weekly Rolling Revenue Forecast, March 30, 2007.	GOOGPP00003589 - 600
100	Google Invoice to AOL, March 31, 2007.	GOOGPP00002620
101	2007 Weekly Rolling Revenue Forecast, April 10, 2007.	GOOGPP00003673 - 684
102	2007 Weekly Rolling Revenue Forecast, April 17, 2007.	GOOGPP00003685 - 696
103	2007 Weekly Rolling Revenue Forecast, April 23, 2007.	GOOGPP00003697 - 708
104	2007 Weekly Rolling Revenue Forecast, April 30, 2007.	GOOGPP00003709 - 720
105	Google Invoice to AOL, April 30, 2007.	GOOGPP00002622
106	2007 Weekly Rolling Revenue Forecast, May 11, 2007.	GOOGPP00003721 - 732
107	2007 Weekly Rolling Revenue Forecast, May 18, 2007.	GOOGPP00003733 - 744
108	2007 Weekly Rolling Revenue Forecast, May 25, 2007.	GOOGPP00003745 - 756
109	2007 Weekly Rolling Revenue Forecast, May 29, 2007.	GOOGPP00003757 - 768
110	Google Invoice to AOL, May 31, 2007.	GOOGPP00002624
111	2007 Weekly Rolling Revenue Forecast, June 4, 2007.	GOOGPP00003769 - 780
112	2007 Weekly Rolling Revenue Forecast, June 11, 2007.	GOOGPP00003781 - 792
113	2007 Weekly Rolling Revenue Forecast, June 14, 2007.	GOOGPP00003793 - 804
114	2007 Weekly Rolling Revenue Forecast, June 25, 2007.	GOOGPP00003805 - 816
115	2007 Weekly Rolling Revenue Forecast, June 29, 2007.	GOOGPP00003817 - 828
116	Google Invoice to AOL, June 30, 2007.	GOOGPP00002625

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117	2007 Weekly Rolling Revenue Forecast, July 6, 2007.	GOOGPP00003829 - 840
118	2007 Weekly Rolling Revenue Forecast, July 16, 2007.	GOOGPP00003841 - 852
119	2007 Weekly Rolling Revenue Forecast, July 20, 2007.	GOOGPP00003853 - 863
120	2007 Weekly Rolling Revenue Forecast, July 23, 2007.	GOOGPP00003864 - 874
121	2007 Weekly Rolling Revenue Forecast, July 30, 2007.	GOOGPP00003875 - 885
122	2007 Weekly Rolling Revenue Forecast, August 6, 2007.	GOOGPP00003886 - 896
123	2007 Weekly Rolling Revenue Forecast, August 16, 2007.	GOOGPP00003897 – 907
124	2007 Weekly Rolling Revenue Forecast, August 20, 2007.	GOOGPP00003908 - 918
125	2007 Weekly Rolling Revenue Forecast, August 27, 2007.	GOOGPP00003919 - 930
126	2007 Weekly Rolling Revenue Forecast, September 3, 2007.	GOOGPP00003931 - 943
127	2007 Weekly Rolling Revenue Forecast, September 17, 2007.	GOOGPP00003983 - 995
128	2007 Weekly Rolling Revenue Forecast, September 21, 2007.	GOOGPP00003944 - 956
129.	2007 Weekly Rolling Revenue Forecast, September 24, 2007.	GOOGPP00003957 - 969
130	Google Invoice to AOL, September 30, 2007.	GOOGPP00002626
131	2007 Weekly Rolling Revenue Forecast, October 8, 2007.	GOOGPP00003970 - 982
132	2007 Weekly Rolling Revenue Forecast, October 15, 2007.	GOOGPP00004009 - 021
133	2007 Weekly Rolling Revenue Forecast, October 22, 2007.	GOOGPP00004022 - 034
134	Google Invoice to AOL, October 31, 2007.	GOOGPP00002628
135	2007 Weekly Rolling Revenue Forecast, November 2, 2007.	GOOGPP00004035 - 047
136	2007 Weekly Rolling Revenue Forecast, November 5, 2007.	GOOGPP00004048 - 060

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137	2007 Weekly Rolling Revenue Forecast, November 12, 2007.	GOOGPP00004061 - 073
138	2007 Weekly Rolling Revenue Forecast, November 19, 2007.	GOOGPP00004074 - 086
139	Google Invoice to AOL, November 30, 2007.	GOOGPP00002630
140	2007 Weekly Rolling Revenue Forecast, December 3, 2007.	GOOGPP00004087 - 099
141	2008 Weekly Rolling Revenue Forecast, December 17, 2007.	GOOGPP00003218 - 230
142	2007 Weekly Rolling Revenue Forecast, December 17, 2007.	GOOGPP00004100 - 112
143	Google Invoice to AOL, December 31, 2007.	GOOGPP00002632
144	2008 Weekly Rolling Revenue Forecast, January 4, 2008.	GOOGPP00003165 - 177
145	2008 Weekly Rolling Revenue Forecast, January 14, 2008.	GOOGPP00003178 - 190
146	2007 Weekly Rolling Revenue Forecast, January 14, 2008.	GOOGPP00003996 - 4008
147	2007 Weekly Rolling Revenue Forecast, January 14, 2008.	GOOGPP00004113 - 125
148	2008 Weekly Rolling Revenue Forecast, January 21, 2008.	GOOGPP00003191 - 203
149	2008 Weekly Rolling Revenue Forecast, January 28, 2008.	GOOGPP00003204 - 217
150	Google Invoice to AOL, January 31, 2008.	GOOGPP00002617
151	2008 Weekly Rolling Revenue Forecast, February 11, 2008.	GOOGPP00003231 - 244
152	2008 Weekly Rolling Revenue Forecast, February 19, 2008.	GOOGPP00003245 - 258
153	2008 Weekly Rolling Revenue Forecast, February 25, 2008.	GOOGPP00003259 - 272
154	Google Invoice to AOL, February 29, 2008.	GOOGPP00002619
155	2008 Weekly Rolling Revenue Forecast, March 3, 2008.	GOOGPP00003287 - 300
156	2008 Weekly Rolling Revenue Forecast, March 10, 2008.	GOOGPP00003273 - 286

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157	2008 Weekly Rolling Revenue Forecast, March 10, 2008.	GOOGPP00003301 - 314
158	2008 Weekly Rolling Revenue Forecast, March 17, 2008.	GOOGPP00003315 - 328
159	2008 Weekly Rolling Revenue Forecast, March 24, 2008.	GOOGPP00003329 – 342
160	Google Invoice to AOL, March 31, 2008.	GOOGPP00002621
161	Q1 Sales Summary, Google Presentation, April 2008.	GOOGPP00003389 - 432
162	2008 Weekly Rolling Revenue Forecast, April 7, 2008.	GOOGPP00003344 - 352
163	2008 Weekly Rolling Revenue Forecast, April 14, 2008.	GOOGPP00003353 - 361
164	2008 Weekly Rolling Revenue Forecast, April 21, 2008.	GOOGPP00003362 - 370
165	2008 Weekly Rolling Revenue Forecast, April 28, 2008.	GOOGPP00003371 - 379
166	Google Invoice to AOL, April 30, 2008.	GOOGPP00002623
167	2008 Weekly Rolling Revenue Forecast, May 5, 2008.	GOOGPP00003380 - 388
168	2008 Weekly Rolling Revenue Forecast, May 12, 2008.	GOOGPP00007131 - 139
169	Ads Home, Google AdWords Website Revision, May 21, 2008.	GOOGPP00006638 - 640
170	2008 Weekly Rolling Revenue Forecast, May 27, 2008.	GOOGPP00007140 - 148
171	2008 Weekly Rolling Revenue Forecast, June 2, 2008.	GOOGPP00007149 - 157
172	2008 Weekly Rolling Revenue Forecast, June 16, 2008.	GOOGPP00007167 - 175
173	2008 Weekly Rolling Revenue Forecast, June 23, 2008.	GOOGPP00007176 - 184
174	2008 Weekly Rolling Revenue Forecast, June 30, 2008.	GOOGPP00007185 - 193
175	Q2 Sales Summary, Google Presentation, July 2008	GOOGPP00007269 - 310
176	AdWords: The Business, Google Presentation, July 7, 2008.	GOOGPP00008745 - 816

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177	2008 Weekly Rolling Revenue Forecast, July 7, 2008.	GOOGPP00007194 - 202
178	2008 Weekly Rolling Revenue Forecast, July 14, 2008.	GOOGPP00007203 - 211
179	2008 Weekly Rolling Revenue Forecast, July 22, 2008.	GOOGPP00007212 - 220
180	2008 Weekly Rolling Revenue Forecast, July 28, 2008.	GOOGPP00007221 - 229
181	2008 Weekly Rolling Revenue Forecast, August 4, 2008.	GOOGPP00007230 - 237
182	2008 Weekly Rolling Revenue Forecast, August 11, 2008.	GOOGPP00007238 - 245
183	2008 Weekly Rolling Revenue Forecast, August 18, 2008.	GOOGPP00007246 - 253
184	2008 Weekly Rolling Revenue Forecast, August 25, 2008.	GOOGPP00007254 - 261
185	2008 Weekly Rolling Revenue Forecast, September 8, 2008.	GOOGPP00007262 - 268
186	2008 Weekly Rolling Revenue Forecast, June 9, 2008.	GOOGPP00007158 - 166
187	Google AFC Revenue Data.	GOOGPP00005432 - 434
188	Google AFS Revenue Data.	GOOGPP00005435 - 437
189	Google AFC Revenue Data.	GOOGPP0398381 - 383
190	Google AFS Revenue Data.	GOOGPP0398384 - 387
191	Google AFS Revenue Data.	N/A
192	Google U.S. Served Revenue Spreadsheet.	GOOGPP0398380
193	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002633
194	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002634
195	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002635
196	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002636

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197	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002637
198	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002638 - 641
199	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002642 - 643
200	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002644 - 645
201	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002646 - 647
202	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002648 - 649
203	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002650 - 652
204	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002653 - 658
205	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002659 - 664
206	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002665 - 670
207	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002671 - 676
208	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002677 - 682
209	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002683 - 691
210	Google and AOL Clicks and Costs Spreadsheet.	GOOGPP00002692 - 697
211	Weekly Variance Analysis - Gross Revenue By Product.	GOOGPP00003343
212	Keyword Spend by Date Spreadsheet.	GGPP00000644 - 721
213	Summary of Cost Spreadsheet, Q1 2009.	GGPP00000749
214	Cost Spreadsheet.	GGPP00000750 – 1339
215	Ad Auction - Ranking and Pricing, May 5, 2004.	GOOGPP00012120 - 123
216	Google Ad System Overview, July 28, 2004.	GOOGPP00012358 - 396

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217	TheStreet.com Meeting Agenda, May 30, 2008.	GOOGPP0165305
218	"The Life of a Dollar," Google Presentation.	GOOGPP00000038 - 078
219	Google Communications Plan - Advertisers, "Ad Quality."	GOOGPP00000313 - 322
220	Google Ads Quality Current QBB backend design.	GOOGPP00000357 - 361
221	Google Communications Plan - Advertisers, "Landing Page Quality."	GOOGPP00000421 - 428
222	SmartASS Prediction Model.	GOOGPP00000482 - 489
223	Quality-Based Minimum Bids: Overview.	GOOGPP00000492
224	Using Sessions in SmartASS.	GOOGPP00000519 - 528
225	Google Goowiki: UI Normalizers for SmartASS.	GOOGPP00000529 - 533
226	"Ads Quality: Getting Down to the Basics," Google Presentation.	GOOGPP00000578 - 588
227	"Google AdWords," Google Presentation.	GOOGPP00000822 - 857
228	"Ads Quality: From A - Z in 20 chapters," Google Presentation.	GOOGPP00001136 - 329
229	"Google AdRank," Google Presentation.	GOOGPP00002189
230	"Auction Simulator," Google Presentation.	GOOGPP00007562 - 576
231	"Q2 2007 Quarterly Earnings Summary," Google Presentation.	GOOGPP00002452 - 463
232	"Q3 2007 Quarterly Earnings Summary," Google Presentation.	GOOGPP00002471 - 481
233	"Q4 2007 Quarterly Earnings Summary," Google Presentation.	GOOGPP00002489 - 499
234	Google Inc. Stock Price Graph.	GOOGPP00002615
235	Data List by Date.	GGPP00000722 - 748
236	Varian, Hal. "Introduction to Google Ad Auction," Google Video (www.youtube.com).	N/A

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237	Email from Hal Varian to Shankar Ponnekanti, Re: Question about content auction mechanics with multiple ad blocks, May 7, 2007.	GOOGPP0067816 – 821
238	Email from Nick Fox to Gopi Kallayil, Re: QBB training deck V 2.0, August 7, 2008.	GOOGPP0242601 – 603
239	Email regarding AdWords and Quality Score.	GOOGPP0404019
240	Assignment and License Agreement among Infoseek Corporation, Ultraseek Corporation and Inktomi Corporation, July 19, 2000.	GOOGPP00011002 – 046
241	Google AdWords website (http://adwords.google.com).	N/A
242	Google Finance website (www.google.com/finance).	N/A
243	The Life of a Dollar (Google)	GOOGPP 38-78
244	Smart Ad Selection System (SmartASS)	GOOGPP00000198-205
245	Communications Plan-Advertisers: Ads Quality	GOOGPP 313-322
246	Current QBB Backend Design	GOOGPP 357-361
247	Landing Page Quality	GOOGPP 421-428
248	SmartAss Prediction Model	GOOGPP 482-489
249	Using Sessions in SmartAss	GOOGPP 519-528
250	UI Normalizers for SmartASS	GOOGPP 529-533
251	Ads Quality: From A-Z in 20 Chapters	GOOGPP 1139-1329
252	Ads Database Sharing	GOOGPP 7690-7697
253	Sepla Source code	GGPP00000383-00000643
254	Ad System Programs documents	GOOGPP 266-288
255	SEPLA (A SmartASS Prediction Model)	GOOGPP00008067-8075

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256	Smart Ad Selection System (SmartASS)	GOOGPP00000198-205
257	Ad System Overview	GOOGPP00000261-299
258	Smart Ass Mapper and Server Design doc.	GOOGPP 206-215
259	E-mail chain between Nick Fox, Gopi Kallayil, Jonathan Alferness, etc. re: QBB Traning Desk V 2.0 (8'7'08)	GOOGPP 242601-242603
260	SmartASS System Design (diagram of system architecture)	GOOGPP 202
261	About Inc.-Google Asset Purchase Agreement	GOOGPP11101-11150
262	Groupfire-Google License Agreement	GOOGPP11047-11080
263	Infoseek-Starwave-Google Patent License Agreement	GOOGPP10987-11001
264	Invenda-Google Patent License Agreement	GOOGPP0398601-0398605
265	Meyer-Google Patent Purchase Agreement	GOOGPP0398388-0398396
266	Red Acre-Google Patent Purchase License Agreement	GOOGPP0398513-0398523
267	Ads Quality: Getting Down to the Basics	GOOGPP00000578-588
268	Introduction to AdWords: Frederick Vallaes, Google AdWords Evangelist	GOOGPP0416242-0416300
269	E-mail chain between Hal Varian-Shankar Ponnekanti re: Content Auction Mechanics	GOOGPP0067816-0067821
270	Google Webdisk-working screen shots of the Google AdWords website	PP-GO-0-16423
271	Screen shots of the Google AdWords website	GO-1-469